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xalqaro ilmiy-amaliy anjumani

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2024 yil 15-iyun

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VAZIRLIGI**

BUXORO DAVLAT UNIVERSITETI

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USTUVOR YO‘NALISHLARI”**

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Mazkur to‘plamga kiritilgan maqolalar va ma’ruza tezislarning mazmuni, undagi statistik ma’lumotlar, sanalarning to‘g‘riligiga hamda tanqidiy fikr-mulohazalarga mualliflarning shaxsan o‘zlari mas’uldirlar.

analysis of the effectiveness of each channel.

3. Improving coordination between departments through the implementation of integrated management systems and regular cross-functional meetings.

4. Optimizing the use of budgets and resources, with a focus on the most effective and cost-effective marketing tools.

5. Continuous training and development of personnel to improve their competencies in the field of marketing and adapt to rapidly changing market conditions.

Thus, only a systematic and adaptive approach to organizing marketing will allow enterprises to increase their competitiveness and achieve sustainable growth.

In Conclusion organizing effective marketing in an enterprise faces a number of serious problems, such as insufficient understanding of the target audience, ineffective use of marketing channels, poor coordination between departments, limited budgets and resources, and the inability to quickly adapt to rapidly changing market conditions. To overcome these challenges, businesses need to take a comprehensive and systematic approach, including conducting regular market research, developing multi-channel strategies, improving cross-functional coordination, optimizing the use of resources and ongoing staff training.

Only an integrated and adaptive approach to organizing marketing can ensure the enterprise high competitiveness and sustainable development in a dynamic market. The use of advanced analytical tools and technologies, as well as a willingness to constantly change, will allow the company to effectively respond to challenges and seize emerging opportunities to achieve its strategic goals.

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PRACTICAL METHODOLOGY OF CONDUCTING MARKETING RESEARCH IN INDUSTRIAL ENTERPRISES OF BUKHARA REGION

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Abstract. This article describes information about practical and theoretical foundations of marketing research at industrial enterprises on the example of Bukhara region.

Keywords: exploratory research, descriptive research, causal research (Explanatory Research), diagnostic research, predictive research, conclusive research, secondary research (Desk Research), primary research.

Marketing research is a critical tool for businesses to understand market dynamics, customer preferences, and competitive landscapes. It can be broadly categorized into several types based on the research objectives and methodologies. Here are the main types of marketing research:

1. Exploratory Research
2. Descriptive Research
3. Causal Research (Explanatory Research)
4. Diagnostic Research
5. Predictive Research
6. Conclusive Research
7. Secondary Research (Desk Research)

8. Primary Research

Marketing research can be categorized into several types, each serving a different purpose and using different methodologies. Exploratory research helps in understanding new areas, while descriptive research provides a snapshot of current market conditions. Causal research identifies cause-and-effect relationships, and predictive research forecasts future trends. Diagnostic research identifies underlying issues, and conclusive research aids in decision-making. Secondary research leverages existing information, whereas primary research gathers new data. Each type of research plays a crucial role in helping businesses make informed decisions and develop effective marketing strategies.

Marketing research in industrial enterprises is essential for understanding market trends, customer needs, competitive landscape, and identifying opportunities for growth. The following practical methodology outlines the steps and techniques to conduct effective marketing research in the industrial sector of the Bukhara region.

Defining the research objectives. Key actions. Identify the primary goals of the research. For example, understanding customer needs, assessing market potential, analyzing competitive positioning, etc. Develop specific, measurable, achievable, relevant, and time-bound (SMART) objectives. Objective. To understand the demand for new industrial machinery in the Bukhara region by the end of Q4 2024.

Designing the research plan. Key actions. Determine the type of research: exploratory, descriptive, or causal. Choose the research methods: qualitative (e.g., interviews, focus groups) and quantitative (e.g., surveys, data analysis). Develop a detailed research plan, including timelines, resources needed, and budget. Method. Use a mixed-method approach combining surveys with in-depth interviews.

Data collection methods. Qualitative methods. Interviews. Conduct one-on-one interviews with key stakeholders, such as industry experts, customers, and suppliers. Focus groups. Organize focus groups with representatives from various segments of the industrial market.

Quantitative methods. Surveys. Distribute structured questionnaires to a larger audience to gather numerical data. Observations. Collect data through direct observation of industrial processes and customer interactions. Conduct 20 in-depth interviews with local industry experts and distribute 200 online surveys to industrial enterprises in Bukhara.

Sampling techniques. Key actions. Define the target population for the research. Choose a sampling method: probability sampling (e.g., random sampling) or non-probability sampling (e.g., convenience sampling). Target population. Industrial enterprises in Bukhara region. Sampling method. Stratified random sampling to ensure representation across different industry sectors.

Data collection. Key actions. Execute the data collection plan, ensuring consistency and reliability in the data gathered. Use digital tools and platforms for efficient data collection and management. Use online survey tools like Google Forms or SurveyMonkey for distributing and collecting survey responses.

Data analysis. Qualitative analysis. Content analysis. Analyze interview and focus group transcripts to identify recurring themes and patterns. Thematic analysis. Categorize qualitative data into themes to understand the underlying trends and insights.

Quantitative Analysis. Descriptive statistics. Use statistical measures such as mean, median, mode, and standard deviation to summarize survey data. Inferential statistics. Apply techniques like regression analysis, correlation analysis, and hypothesis testing to draw conclusions from the data. Use software like SPSS or Excel to analyze survey data and NVivo for qualitative data analysis.

Reporting and presentation. Key actions. Compile the research findings into a comprehensive report. Use visual aids like charts, graphs, and tables to present data clearly and effectively. Provide actionable recommendations based on the research findings. Create a detailed report with sections on research objectives, methodology, findings, and recommendations. Include visualizations to enhance understanding.

Implementation and follow-up. Key actions. Present the findings to key stakeholders and decision-makers. Develop an action plan to implement the recommendations. Monitor and evaluate the impact of implemented strategies. Schedule a presentation meeting with the management team of the industrial enterprises and provide a clear action plan for implementing the research recommendations.

Conclusion

Conducting marketing research in industrial enterprises of the Bukhara region involves a systematic approach that includes defining objectives, designing the research plan, selecting appropriate data collection methods, analyzing the data, and presenting actionable insights. By following this methodology, industrial enterprises can make informed decisions, improve their market strategies, and enhance their competitive position.

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METHODOLOGY FOR DEVELOPMENT OF MARKETING STRATEGIES FOR HUMAN CAPITAL DEVELOPMENT

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Developing effective marketing strategies for human capital development involves a systematic approach that ensures alignment with organizational goals and addresses the needs of the workforce. Below is a comprehensive methodology to guide the process. Situation analysis. Internal and external environment analysis.

SWOT Analysis: Identify the strengths, weaknesses, opportunities, and threats related to human capital within the organization.

PESTLE Analysis: Examine the political, economic, social, technological, legal, and environmental factors that influence human capital development.

Target audience identification, demographic analysis, study the demographics of the current

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